

# HOW TO CHOOSE THE RIGHT BUSINESS

**BIG**  
CHALLENGE

## ALL GOOD BUSINESSES START WITH A GREAT IDEA!

### HOW DO I COME UP WITH A BUSINESS IDEA?

Ask yourself, what am I good at and what do I enjoy doing? Lots of top business people will tell you that the key to success is being passionate about what you do. You also need to consider whether people would pay for the service or product you can offer.

### WILL MY IDEA MAKE MONEY?

To make money, you need customers. To win customers you need a Unique Selling Point (USP). When considering an idea, ask yourself: Who would buy this product or service and how can I reach my customers? If you can't picture anybody needing your idea, it probably won't make you any money!

Once you have a clear target market in mind, do some research into similar products and services. What makes yours different to your competitors? Is it better, cheaper or easier to buy or can it be used by a different group of customers?

### SHOULD MY BUSINESS COVER A FEW DIFFERENT THINGS TO INCREASE MY CHANCES OF MAKING MONEY?

No! When starting your business, focus on doing one thing really well instead of doing several things quite well. Multimillionaire Richard Branson didn't launch all of his businesses at once; he started by publishing a magazine and built his way up from there!

### WILL I HAVE ENOUGH TIME TO RUN MY BUSINESS?

Write down each action involved in making your product or delivering your service and make a note of how long each action takes. Start with taking the order from a customer; then buying your supplies, right through to delivering your end product or service. Once you have done this you can work out roughly how long you will need to commit to your business each week.

### HOW MUCH MONEY WILL I NEED TO SET UP MY BUSINESS?

You will need to work out all of the costs involved in making your product or delivering your service, including supplies, time and expenses (e.g. equipment hire, transport). You will need enough money to cover your first orders as, generally, your customers will expect to pay you after they have received their goods.

**REMEMBER** Explore your options when it comes to suppliers and don't buy supplies in quantity until you have the orders to use them!



# HOW TO CHOOSE THE RIGHT BUSINESS

Three steps to choosing the right business idea...

## STEP ONE

Think of something that you enjoy doing and that you have the skills, knowledge and resources to do well.

## STEP TWO

Make sure there is a market for your idea. Research what is already on offer and consider how your product or service can be better and more appealing to your target market.

## STEP THREE

Make sure that you have the resources to follow through with your idea. You will need suppliers, a work space, money and time just to get started!

### **BiG** CHALLENGE EXAMPLE

In the BiG Challenge your idea needs to stand out as you will have over 300 other businesses to compete with!

- Concentrate on one BiG idea rather than two or three unrelated ideas. Instead of organising football tournaments, making smoothies and holding car boot sales, focus all of your efforts on organising great football tournaments.
- Think about the resources you have access to. For example, your parents might lend you equipment for gardening or perhaps you can use the computers and printers in your school or college.
- The BiG Challenge judges will be impressed by risk takers and teams that are imaginative and creative. So, don't just bake cakes or make cards, take advantage of calendar events such as Christmas and Mothers Day and create personalised products!

**REMEMBER** It is fine to donate your profits to charity but don't base your business idea on being a fundraiser. People may feel obliged to give you money if they know it is for charity but the judges will be more impressed by teams that have sold on the quality of their product or service.